

NEW

profitable items

FOR

1934

SHEAFFER'S

Fort Madison, Iowa. Return Postage Guaranteed

Sec. 562 P. L. & R.
U. S. POSTAGE
PAID
Fort Madison, Iowa
Permit No. 12

1934 SHEAFFER DEALER BROCHURE PROVIDED
TO THE SCPCC REFERENCE LIBRARY THROUGH
THE COURTESY OF MR. GLEN BOWEN AND WORLD
PUBLICATIONS

Skrip

THE SUCCESSOR TO INK

leads in popularity and dealer profit!

Thousands of people return to retail stores each day to replenish their supply of SKRIP. They know that with SKRIP and with SKRIP only, their pens write perfectly without any trouble whatsoever. SKRIP is sediment-free, non-clogging, quick drying, free flowing and contains absolutely nothing that can harm a pen. Equally good for general use as well as fountain pens. Sell PERMANENT SKRIP for business use, WASHABLE SKRIP for schools and homes, and avoid 10c store competition.

**A BEAUTIFULLY PACKAGED
LINE WITH A HANDSOME
PROFIT!**

See order blank for suggested assortments.



1 Gal.

32 Oz.

16 Oz.

8 Oz.

4 Oz.

2 Oz.

Printed
in U.S.A.
1-34
No. 70

TO OUR DEALERS . . .

We are coming to you in the year 1934 with a continuation of our dealer-protective policies. We want to thank the dealers of the United States for their splendid cooperation and it is encouraging to see that more dealers every year are realizing that they must support those manufacturers who are supporting them and keeping the fountain pen industry from being demoralized.

In this folder, you will see that we have brought out a VACUUM-FILLING pen—not as a SHEAFFER pen, but in our secondary line. The trade well knows our attitude in regard to fountain pen construction. We have not changed our views one particle.

We still believe that the lever filling pen that the SHEAFFER Pen Company now makes is the last word in a fountain pen and we have enclosed a little separate circular that we want everyone of you to read, explaining why we think it is the best pen in the world. This circular will give your sales force the reasons for presenting it to their customers above all others.

Other companies have featured vacuum-filling pens and are today featuring them because they realize they cannot compete for fine construction in the main point of a fountain pen, (which is the writing point) with the LIFETIME FEATHERTOUCH pen produced by our company. Therefore in order to side-track the main issue, they are featuring ink capacity.

We have been experimenting for years with a vacuum-filling pen and we have perfected what we actually believe is the best vacuum-filling pen that has ever been produced; but we do not believe any vacuum-filling pen will equal the SHEAFFER LEVER FILLING pen, as we are making it today. However, we cannot control the opinion of the American public and, for those who want a pen of this type, we are presenting at this time the best, most practical and greatest bargain in a vacuum-filling pen that has ever been offered to the American public. Every dealer should have a stock of them and you will be giving the people who prefer them the best vacuum-filling pen that can be produced.

We realize that every dealer must build his business by giving his customers the best article at a given price and we know that after studying the construction of different types of pens, you will realize that your future business depends on your featuring the LIFETIME FEATHERTOUCH BALANCE LEVER FILLING PEN.

We are presenting to you today the new EBONIZED PEARL pen, and we are explaining the construction of it so you will see how it is different in construction from any former pearl pen that has ever been manufactured. There is an actual layer of pearl between a transparent and a black sheet of pyroxylin and they are all fused together perfectly.

Remember that a dealer, in order to build a fountain pen business, must at all times in the year carry a stock of points so he can fit the customer's hand. This is necessary if the dealer wants to hold the customer so that when his fall purchases come, he will know where to go to see a complete assortment.

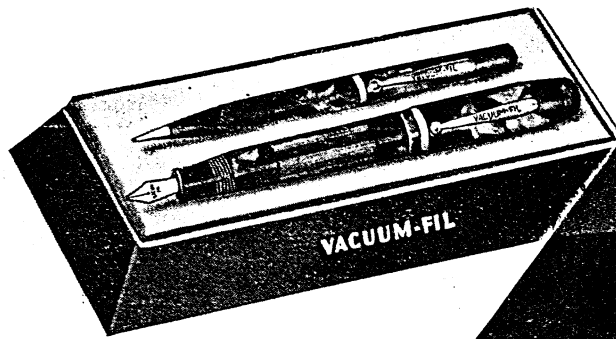
Our salesman will call on you in the very near future with many fine things for 1934. We ask you to give him a respectful hearing and we feel confident of the results.

W. A. SHEAFFER PEN COMPANY

THE ONE-STROKE VACUUM-FIL PEN

To anyone interested in a vacuum-filling pen, here is the most practical one ever devised—the ONE STROKE VACUUM-FIL pen. The VACUUM-FIL is a sturdy pen with a virtually fool-proof mechanism. To fill, simply pull out the plunger and insert the point of the pen in a SKRIP bottle. Depress the plunger. One stroke fills full, taking in many times the amount of fluid that one stroke in a multiple stroke pen does. The transparent barrel shows the amount of fluid in the pen at all times.

The VACUUM-FIL cleans automatically. If you want to empty the pen of its contents, just pull the plunger out and, holding the point over a SKRIP bottle or other receptacle, depress the plunger. Notice that the writing fluid is expelled with great force. This means that any sediment in the pen is expelled with the fluid. This shows the great advantage in cleaning over Multiple Stroke pens, which require over 40 strokes to empty.



SET \$3⁹⁵



No. V6H
\$2⁸⁵

\$2⁸⁵

THE VACUUM-FIL PEN HAS NO RUBBER SAC, NO CORK PLUNGER AND IS THE SIMPLEST, MOST PRACTICAL AND DURABLE IN CONSTRUCTION OF ANY PUMP OR VACUUM PEN. YOU MUST SEE IT TO APPRECIATE IT.

VACUUM-FIL pens have strong clips, precision construction, sturdy gold points and large writing fluid capacity. The VACUUM-FIL pen is a \$5.00 value and is so labeled, but you can offer it to your customers at \$2.85 retail as an introductory offer. With your order for these pens, we will send you a beautiful card designed for window or counter use, depicting the VACUUM-FIL pen in colors and pointing out its mechanical superiorities. This card will help you sell.

Supplied in two colors, marine green and jet black. Pen illustrated is No. V6H, Marine Green. Black is No. V6L. Pencils to match are VH and VL respectively.

THE VACUUM-FIL SET

The VACUUM-FIL pen can be matched with a companion pencil labeled at \$1.65. When pencils are ordered with VACUUM-FIL pens we supply an attractive gift box free with each set. The set has a label list price of \$6.65, \$5.00 for the pen, \$1.65 for the pencil. As an introductory offer, the sets should be sold at \$3.95 per set. Show the set. Your customer makes a saving and you make a larger sale.

BOUND TO BE

EBONIZED

For the first time in fountain pen history, genuine pearl. The pearl in this NEW pen will never dim nor lose its luster. The delightful color play of true pearl is captured, preserved and protected, perhaps impossible, for SHEAFFER controls the process with scientific skill.

Live your stock with this new creation. Show it to your customers to be a sensation!

FULL PAGE, FOUR-COLOR SATURDAY EVENING

SHEAFFER has just completed arrangements with the Saturday Evening Post for a full page, four-color advertisement with a compelling copy and beautiful four-color illustrations which will have a stimulating effect on your sales. SHEAFFER'S complete advertisement will reach 70 million people in 1934. No class is overlooked, from the bootblack to the highest paid executive—anyone who may be interested and convincing we have ever produced, featuring the SHEAFFER brand offered the buying public, the FEATHERTOUCH LIFETIME ENSEMBLES.

No matter how thick the magazine may be, your advertisement in SHEAFFER'S POSITION IS THE INSIDE OF THE FRONT COVER. THE MAGAZINE WILL NOTICE. Advertisements in the Saturday Evening Post "position," which SHEAFFER purchases at greatly increased key position and color. The first ad appears March 24th, the best selling season, August, September, October, November.

A NEW WIN

The first Saturday Evening Post advertisement which stresses the superiority of the FEATHERTOUCH LIFETIME ENSEMBLES. It will tie up your first shipment of merchandise. It will create interest in your pen department. Remember, for best results, feature them in your window frequently.

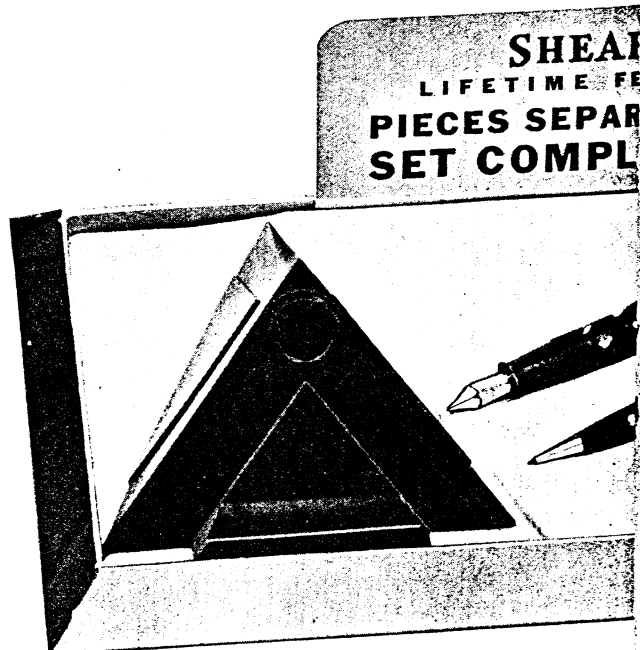


Perfect FEATHERTOUCH LIFETIME writing companions! Pen is EBONIZED PEARL, No. D8TC. Code DABAB.

\$10⁰⁰

Pencil is No. SDT, Code DADAB.

\$5⁰⁰



Five piece LIFETIME FEATHERTOUCH ENSEMBLES are priced at \$4.75. Each set has \$4.75 in free merchandise consisting of a desk set in SKRIP package. Set illustrated is No. 5D3LX, Code DAFOB.

A SENSATION!

PEARL

pearl has been actually inlaid in lustrous ebony-black inlaid because it is covered by a thin sheet of pyroxylin. These BALANCE pens and pencils. Imitations will be difficult gives you the genuine, not synthetic, pearl in these pens. Customers. Build first-of-the-year sales with it. It's bound

FOR COVERS IN THE EVENING POST

the Saturday Evening Post for 1934. SHEAFFER'S featuring in this magazine and 14 others will have a advertising campaign in magazines and newspapers. The advertising will be seen by everyone from the time they buy a pen. The advertising will be the most beautiful and essential fountain pen improvement ever made. Customers will see SHEAFFER'S message, because the COVER WHICH ANYONE OPENING THE MAGAZINE the Evening Post subsequent to March 24th will have this special four-color rates so dealers may have benefit of it is followed with ads running right through your year and December.

WINDOW CARD

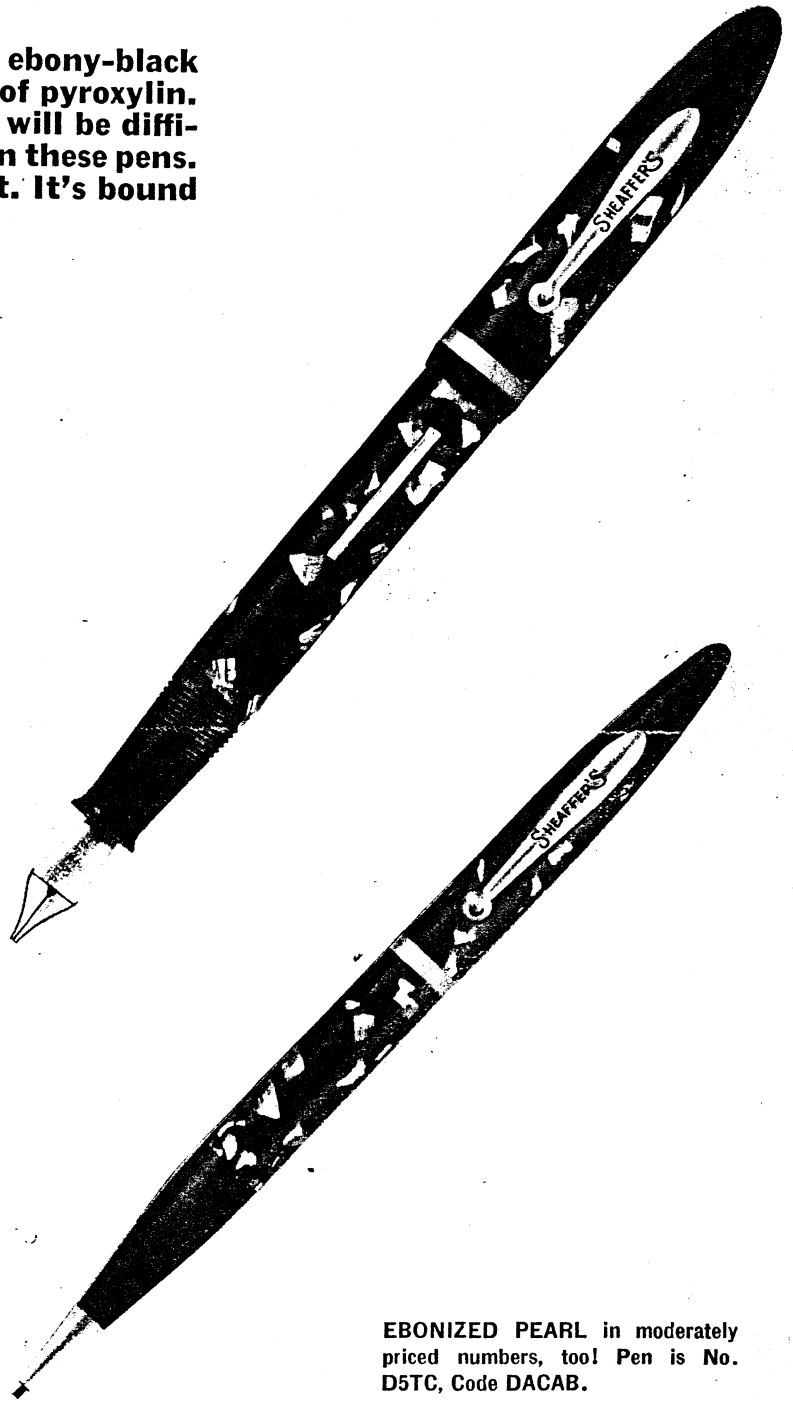
been reproduced in a beautiful window and counter display. THE LIFETIME pen. This card will be sent you with the order directly with SHEAFFER'S national advertising campaign. SHEAFFER'S sell the year 'round. They are profitable.



\$12.25, \$13.50 and \$15.00
utility pencil and SAFETY

\$12.25 complete.

Pieces separately \$17.00.



EBONIZED PEARL in moderately priced numbers, too! Pen is No. D5TC, Code DACAB.

\$5.00

Pencil is No. DTSC, Code DADEB.

\$4.00

OTHER PENS AT . . . \$3.25
PENCILS AS LOW AS . . . \$2.50

Keep up your assortment to Keep up your sales!

(a)
At the right is pictured a LIFETIME FEATHERTOUCH BALANCE pen in Jet Radite with companion pencil to match. The LIFETIME is the aristocrat of all writing instruments. The large size sells at \$10.00 for the pen, \$5.00 for the pencil. The long size is \$9.50 for pen, \$4.00 for pencil. The medium size is \$8.75 for pen and \$3.50 for pencil.

LIFETIME pens come in four colors—new EBONIZED PEARL, MARINE GREEN, GREY PEARL and BLACK.

(b)
The No. 7 FEATHERTOUCH BALANCE pen, with pencil to match—an excellent value for those who want a pen and pencil of the best quality but do not wish to go as high as the LIFETIME FEATHERTOUCH.

Pen in large or long size sells for \$7.50, pencil to match \$4.00. Made in Ebonized Pearl, Marine Green, Grey Pearl and Black.

(c)
Illustrated at the right is the SHEAFFER FEATHERTOUCH No. 5 pen in black.

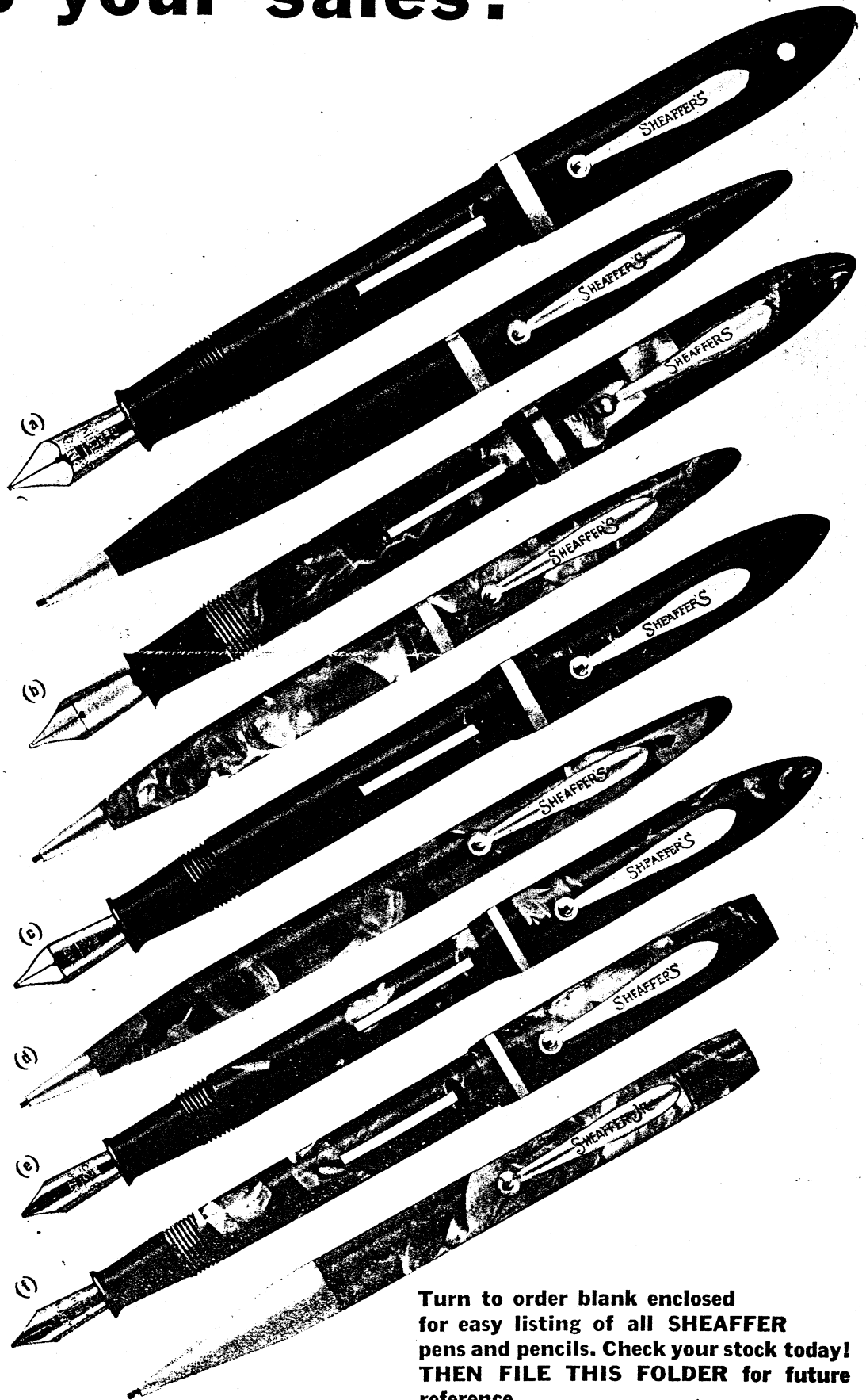
In the long size, pen is \$5.00. Medium size, same price. Made in 4 colors, EBONIZED PEARL, MARINE GREEN, GREY PEARL and JET.

(d)
SHEAFFER'S BALANCE pencil, without band. Many dealers match these pencils with either the \$3 or \$5 pens to offer a moderately priced set to their customers.

In the long size, pencil sells at \$3.00. Medium size, \$2.50.

(e)
This is the No. 3 LEVER-FILLING SHEAFFER BALANCE pen. In the long size, \$3.25. Medium size, same price. The No. 3 SHEAFFER pen comes in 4 colors, EBONIZED PEARL, GREY PEARL, MARINE GREEN and JET. With CHROMIUM TRIM and slightly lighter nib, \$2.75.

(f)
This is the SHEAFFER JUNIOR pen and pencil. Semi-Balance shape, lever filler. Pen is \$2.00, pencil \$1.00. Pen and pencil together retail at \$2.95. Supplied in GREY PEARL and JET.



ILLUSTRATIONS ACTUAL SIZE

Turn to order blank enclosed for easy listing of all SHEAFFER pens and pencils. Check your stock today! THEN FILE THIS FOLDER for future reference.

Demand is growing—stock up

The handy Office jar SKRIP-GRIP LIQUID PASTE. Underneath the dome cap is a rubber shield which holds the brush within the jar. Every time you replace the brush you protect the paste from the action of the air. You need replace the dome cap only at night. This handy package is supplied with SKRIP-GRIP LIQUID PASTE and also with SKRIP-GRIP MUCILAGE. Contents 6 ounces. Retail price 35c.



Already thousands who have used SKRIP-GRIP LIQUID PASTE, MUCILAGE AND PARA-LASTIK are coming back for more. They like the finer quality, sure sticking properties and clean, handy packages.



This is the Handy Spreader bottle of SKRIP-GRIP MUCILAGE. It fits the hand perfectly. The soft rubber top puts just the right amount of mucilage on the paper and then spreads it smoothly. In two sizes, 15c and 25c.

SKRIP-GRIP LIQUID PASTE

White, smooth, stainless. Spread it thin—sticks quickly and permanently. No offensive odor, won't dry out, requires no water.

No. PT-2 Tube with pin seal and handy spreader outlet. Individual cartons, packed one doz. in display carton. Three display cartons packed in one shipping carton. Wt. 10½ lbs. \$2. doz. 15c retail.

No. PT-4 Tube with Ever-Moist Fountain Brush. Individual cartons packed one doz. to a display carton. Two display cartons in one shipping carton. Wt. 11 lbs. \$3.25 doz. 25c retail.

No. P-3 3 oz. jar with bristle brush attached. Packed one doz. in display carton, three display cartons to a shipping carton. Wt. 20½ lbs. \$2. doz. 15c retail.

No. P-6 Handy office jar, 6 oz. Rubber Brush enclosed in bottle. 1 doz. to a shipping carton. Wt. 12½ lbs. \$4.85 doz. 35c retail.

No. P-16 Shape permits using on desk. 1 Pint. \$10. doz. 75c retail. ½ doz. to shipping carton. Wt. 13½ lbs.

No. P-32 1 Quart. \$15. doz. \$1.25 retail. ½ doz. to shipping carton. Wt. 25½ lbs.

No. P-128 1 Gal. \$4.50 retail. 6 to a crate. Wt. 14 lbs. per Gal.



The EVER-MOIST FOUNTAIN BRUSH for SHEAFFER'S PARA-LASTIK and SKRIP-GRIP LIQUID PASTE. When the cap is off the brush is exposed. The contents of the tube flow evenly into the brush which spreads them smoothly on the paper. When the cap is replaced, the contents are sealed from the brush. An extremely clever arrangement meeting with popular acclaim. Only 25c retail.

SKRIP-GRIP MUCILAGE

Many who haven't liked mucilage, like this product. Clear texture, easy spreading, quick sticking, free from objectionable odor. Everyone likes the handy spreader bottles, and office workers like the 6 oz. office jar and larger sizes.

No. M-2 Spreader bottle, packed 1 doz. in display carton. Three display cartons to a shipping carton. Wt. 11½ lbs. \$2. doz. 15c retail.

No. M-4 Spreader bottle, large size. Packed 1 doz. in display carton, 2 to shipping carton. Wt. 15 lbs. \$3.25 doz. 25c retail.

No. M-6 Handy office jar, 6 oz. Rubber brush enclosed in jar. 1 doz. to shipping carton. Wt. 12½ lbs. \$4.85 doz. 35c retail.

No. M-16 Shape permits using on desk. 1 Pint. \$10. doz. 75c retail. ½ doz. to shipping carton. Wt. 14 lbs.

No. M-32 1 Qt. \$15. doz. \$1.25 retail. ½ doz. to shipping carton. Wt. 25½ lbs.

No. M-128 1 Gal. \$4.50 retail per Gal., 6 to a crate. Shipping wt. 14 lbs. per Gal.

SHEAFFER'S PARA-LASTIK

The new gum adhesive for office, home and school. Sticks paper to every known surface without curl or wrinkle. Waterproof and transparent. Sticks tightly, but paper can be removed without tearing. Any surplus squeezed out around edges is easily rubbed away. Leaves paper clean. Non-inflammable.

No. RT-2 Tube with screw top. Individual cartons packed one doz. in display carton. Three display cartons in one shipping carton. Wt. 8½ lbs. \$2. doz. 15c retail.

No. RT-4 Tube with Ever-Moist Fountain Brush. Individual cartons packed one doz. in display carton, two display cartons to shipping carton. Wt. 9½ lbs. \$3.25 doz. 25c retail.

No. R-16 1 Pint. Attractive jug. One brush and hollow cork with each six jars. Extra brushes 25c ea. Jars packed ½ doz. to shipping carton. Wt. 16 lbs. \$10. doz. 75c ea.

No. R-32 1 Quart. Attractive jug. One brush and hollow cork with each six jars. Extra brushes 25c ea. Jars packed ½ doz. to shipping carton. Wt. 30½ lbs. \$15. doz. \$1.25 ea.

No. R-128 1 Gal. 6 to crate, shipping wt. 14 lbs. per Gal. \$4.50 Gal. retail.

SCHOOL PASTE

A strong sticker, somewhat heavier than SKRIP-GRIP LIQUID PASTE. White, smooth, stainless. Shipped in one-half gross lots only. A big 10c value.

No. SPT-3 Tube with screw top. Packed in individual cartons. 1 doz. to counter display carton. \$16. gross. Wt. 23 lbs. 10c retail.

No. SP-2 2 oz. clear glass square jar, with small metal handled brush packed loose in carton. Packed two ways:

No. SP2-3 Packed three doz. to corrugated carton. \$16. gross. Wt. 15 lbs.

No. SP2-1 Packed one doz. to corrugated carton. \$16.60 gross. Wt. 5 lbs.

No. SP-32 Quart. \$15. doz. Packed ½ doz. to case. Wt. 23 lbs. \$1.25 retail.

No. SP-128 Gallon. Packed in 6 Gal. crates. Wt. 14 lbs. per Gal. Retail \$4.50.

TURN TO ORDER BLANK ENCLOSED FOR ASSORTMENTS

The Feathertouch REVELATOR

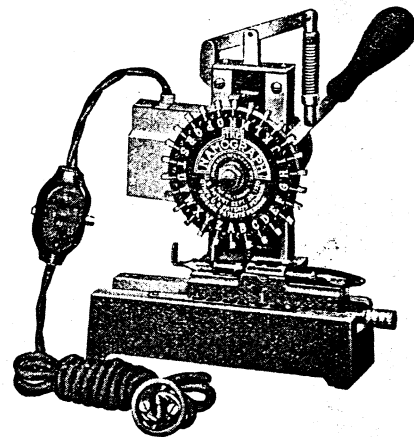
The FEATHERTOUCH REVELATOR will do these five things used in your window with two FEATHERTOUCH LIFETIME PENS:

- 1—PROVE THE FEATHERTOUCH PEN WRITES WITHOUT PRESSURE USED REGULARLY OR TURNED OVER.
- 2—DEMONSTRATE CONVINCINGLY FEATHERTOUCH TWO-WAY WRITING—A MEDIUM LINE IN USUAL POSITION, A FINE LINE TURNED OVER.
- 3—STOP PEOPLE AT YOUR COUNTER, OR AT YOUR WINDOW, THROUGH MOTION.
- 4—TELL THE COMPLETE FEATHERTOUCH STORY—A PEN IS AS GOOD AS ITS POINT—THEREFORE FEATHERTOUCH IS THE BEST BUY.
- 5—SHOW THE SMOOTH, EASY FLOW OF SKRIP.

The FEATHERTOUCH REVELATOR is a marvelously attractive window or counter display. You can use the machine part with or without the background, the background with or without the machine. Use it in the window, stop people, draw them into the store. Use it on your counter. Show customers, by tipping up the pens, that the FEATHERTOUCH REVELATOR exerts no pressure whatever on them. We recommend having two REVELATORS, so you will have one in your window and one on your counter simultaneously. Our special offer, see coupon below, provides the FEATHERTOUCH REVELATOR without eventual cost. Every Sheaffer dealer should have this new FEATHERTOUCH REVELATOR, no matter what other stores may also feature them. It will increase business tremendously in dull or good times of the year.



The NAMOGRAPH



**MAKES ANY PEN
DEPARTMENT MORE
SUCCESSFUL**

With the NAMOGRAPH you can advertise "Your name free in 22K gold on any SHEAFFER pen purchased." Hundreds of dealers tell us they would not be without it. It boosts sales. It personalizes pens sold for gifts, makes them more desirable, prevents exchanges for other pens after sale is made.

Precision built, the NAMOGRAPH is easy to operate, accurate in its performance. Anyone can do perfect work with a little practice. Our special offer—for a limited time only—gives you this machine at the reduced price of \$65.00, and Sheaffer supplies \$65.00 list worth of Sheaffer pens, pencils and desk sets from the primary line GRATIS. Sell the merchandise and your investment in the machine has been returned. Check the coupon below.

COUPON

W. A. Sheaffer Pen Company, Fort Madison, Iowa.

Gentlemen: Please send me one two FEATHERTOUCH REVELATOR (S). You may bill me \$10.00 per machine and send GRATIS one No. D8TC EBONIZED PEARL pens, List \$10.00 (one free with each REVELATOR. Two FEATHERTOUCH pens must be used with the REVELATOR). When I have sold the pen, my investment in the display has been returned to me.

Send me one Improved NAMOGRAPH. Bill me for \$85.00 and supply \$85.00 list worth of SHEAFFER'S pens, pencils, and desk sets GRATIS.

My current is 25 Cycle AC 60 Cycle DC 110 Volt (Cross out current not wanted).

Name _____

Address _____

BOUND TO BE A SENSATION!

EBONIZED PEARL

For the first time in fountain pen history, genuine pearl has been actually inlaid in lustrous ebony-black radite. The pearl in this NEW pen will never dim nor lose its fascination because it is covered by a thin sheet of pyroxylin. The delightful color play of true pearl is captured, preserved in these BALANCE pens and pencils. Imitations will be difficult, perhaps impossible, for SHEAFFER controls the process which gives you the genuine, not synthetic, pearl in these pens. Even your stock with this new creation. Show it to your customers. Build first-of-the-year sales with it. It's bound to be a sensation!

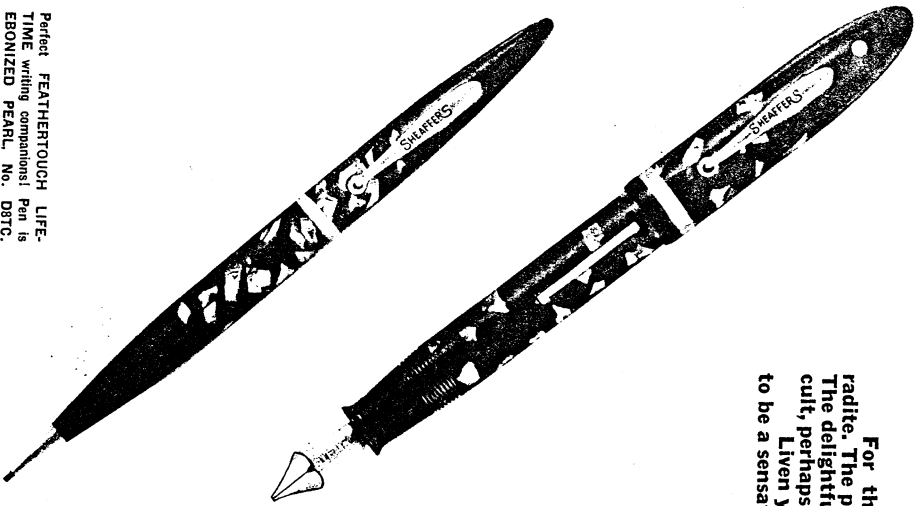
FULL PAGE, FOUR-COLOR COVERS IN THE SATURDAY EVENING POST

SHEAFFER has just completed arrangements with the Saturday Evening Post for 1934. SHEAFFER'S compelling copy and beautiful four-color illustrations appearing in this magazine and 14 others will have a stimulating effect on your sales. SHEAFFER'S complete advertising campaign in magazines and newspapers will reach 70 million people in 1934. No class is overlooked. The advertising will be seen by everyone from the boob back to the highest paid executive—anyone who might buy a pen. The advertising will be the most beautiful and convincing we have ever produced, featuring the most essential fountain pen improvement ever offered the buying public, the FEATHERTOUCH LIFETIME point.

No matter how thick the magazine may be, your customers will see SHEAFFER'S message, because SHEAFFER'S POSITION IS THE INSIDE OF THE FRONT COVER WHICH ANYONE OPENING THE MAGAZINE WILL NOTICE. Advertisements in the Saturday Evening Post subsequent to March 24th will have this key position and color. The first ad appears March 24th and is followed with ads running right through your best selling season, August, September, October, November and December.

A NEW WINDOW CARD

The first Saturday Evening Post advertisement has been reproduced in a beautiful window and counter card which stresses the superiority of the FEATHERTOUCH LIFETIME pen. This card will be sent you with your first shipment of merchandise. It will tie up your store directly with SHEAFFER'S national advertising and create interest in your pen department. Remember, SHEAFFER'S sell the year 'round. They are profitable. For best results, feature them in your window frequently.



Perfect FEATHERTOUCH LIFETIME writing companions! Pen is EBONIZED PEARL, No. D87C. Code DABAB.

\$10.00

\$5.00

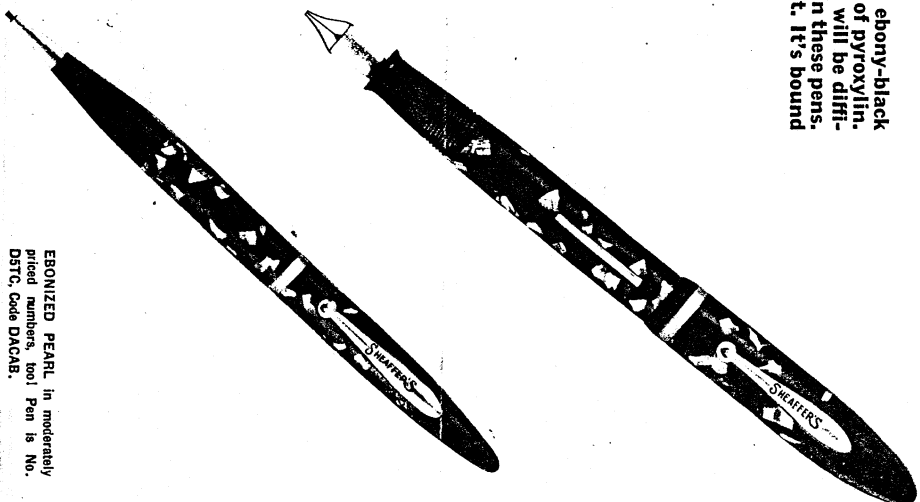
Pencil is No. SDT, Code DADAB.



SHEAFFER'S
LIFETIME FEATHERTOUCH
PIECES SEPARATELY - \$17.00
SET COMPLETE - \$12.25

Five piece, LIFETIME FEATHERTOUCH ENSEMBLES are priced at \$12.25, \$13.50 and \$15.00 complete. Each set has \$4.75 in free merchandise consisting of a desk stand, utility pencil and SAFETY SKRIP package. Set illustrated is No. SD3SLX, Code DAFOB.

\$12.25 complete.
Pieces separately \$17.00.



EBONIZED PEARL. In moderately priced numbers, too! Pen is No. D87C, Code DABAB.

\$5.00

\$4.00

Pencil is No. DTSC, Code DADDB.

OTHER PENS AT . . . \$3.25
PENCILS AS LOW AS . . . \$2.50